

CalPERS Office of Public Affairs Strategic Communications Report

The following items include highlights of strategic communications activity for the period covering September 2, 2011 – October 7, 2011

News Releases	Date
CalPERS Lauds Governor's Signing of Health Care Transparency Bill	September 7
CalPERS Seeks Annual Director Elections at Smithfield Foods Inc.	September 8
Special CalPERS Board Meeting Notice	September 2
CalPERS Targets \$800 Million for Investment in California Infrastructure	September 12
Investors Urge New Rule on Proxy Access	September 13
CalPERS Board Adopts Governance Reforms	September 14
CalPERS Board Censures Board Member	September 14
Proxy Advisors Back CalPERS Proposal for Annual Director Elections at Smithfield Foods Inc.	September 20
CalPERS Invests \$100 Million to Seed Hedge Fund	September 22
CalPERS Seeks External Investment Partners for Multi-Asset Class Portfolio	September 22
Diverse Director DataSource Begins Accepting Submissions from Potential Board Candidates	September 26
CalPERS Announces 2011 Educational Forum	September 26
CalPERS Applauds Efforts to Find Solutions to Pension Issues in San Jose	September 30
CalPERS Health Benefits Open Enrollment Kicks Off in October	October 7

Print News Stories	Topic	CalPERS Representative	Date
Sacramento Business Journal	CalPERS Adopts Accountability, Transparency Reforms	Rob Feckner	September 14
Los Angeles Times	CalPERS To Roll Out Computer System	Joe Dear	September 19

Broadcast News/Radio	Topic	CalPERS Representative	Date
KCRA Media visit	myCalPERS launch	Anne Stausboll, Dale Jablonsky, Karen Ruiz	Sept 23
Bloomberg TV	Long-Term Investment Strategy, Market Volatility	Joe Dear	Sept. 28
CNBC Squawk Box Co-Host	Financial Market Analysis, Economy	Joe Dear	Sept. 28
CNBC Strategy Session	Financial Market Analysis, Economy	Joe Dear	October 11
Fox Business News	Long-Term Investment Strategy, Market Volatility	Joe Dear	October 13

Opinions/Letters	Topic	CalPERS Representative	Submitted to:
Letter	CalPERS Rates Are Solid	Robert Glazier	Orange County Register

*Note: **Bold** Items Submitted and Printed*

Online Enhancements & Videos

CalPERS Webinars

- Held a Retirement Application and Options Webinar for more than 2,400 participants on Friday, October 7, 2011

CalPERS Responds

- Response to CalWatchdog criticism of Diverse Director DataSource that outlines what 3D is and its importance to the boardroom community.
- CalPERS view on the Government Accounting Standards Board (GASB) proposed accounting standards changes